

**R. J. Reynolds
Tobacco Company**

1 Hartfield Blvd., Box # 3, East Windsor, CT 06088

FAX

Date: 08/16/96

Number of pages including cover sheet: 4

To:

BOSTON ROU - 1100

NY METRO ROU - 1200

BUFFALO ROU - 1600

Phone: _____

Fax phone: _____

CC: _____

From:

MIKE WASHO - 1146

Phone: (860) 623-6060

Fax phone: (860) 623-5993

REMARKS:

☒ Urgent

☐ For your review

☐ Reply ASAP

☐ Please comment

**AS FOLLOW UP TO JIM PISCITELLI'S LETTER (VIA E-MAIL) REGARDING DAIRY MART, ATTACHED
PLEASE FIND PLAN-O-GRAMS TO BE INCLUDED WITH LETTER.**

THANK YOU FOR YOUR PROMPT ATTENTION TO THIS MATTER.

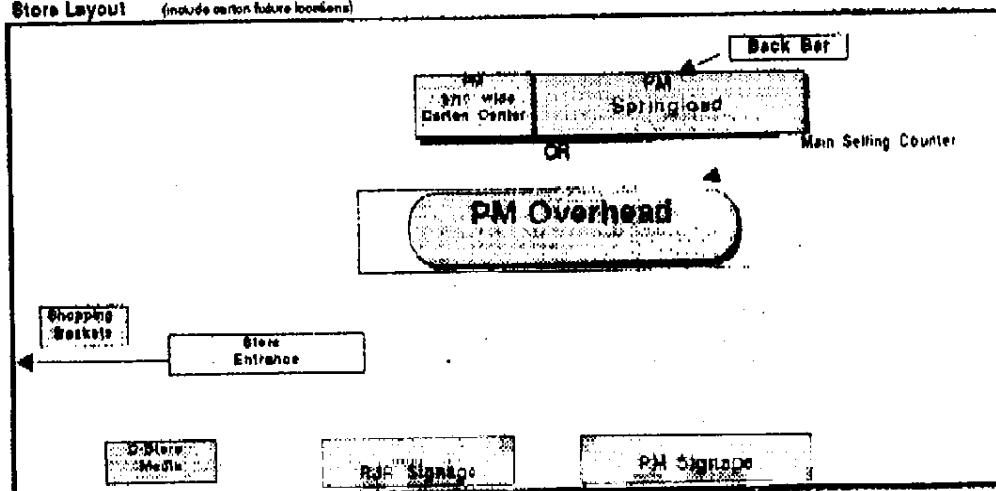
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1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

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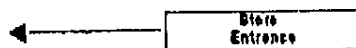
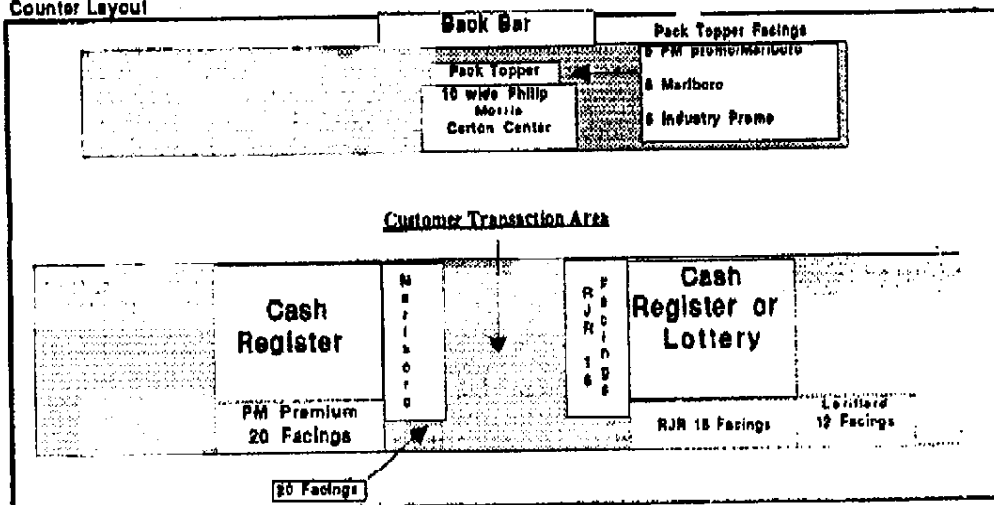
Dairy Mart Convenience Stores

Plan-O-Gram #1 - Double Register Stores or Single Register & Lottery 10 wide Carton Center

Store Layout (include carton future locations)



Counter Layout



Comments:

1. Philip Morris displays should wrap the register closest to the door.
2. Carton Fixture will feature Marlboro on top two shelves, then Alpha on top 40 packings
3. Interior Signage locations may vary due to existing placements

Please Note: NO DISCOUNT DISPLAYS are authorized. Discount Products will be merchandised in the Overhead
Pack Merchandise or Springload Unit

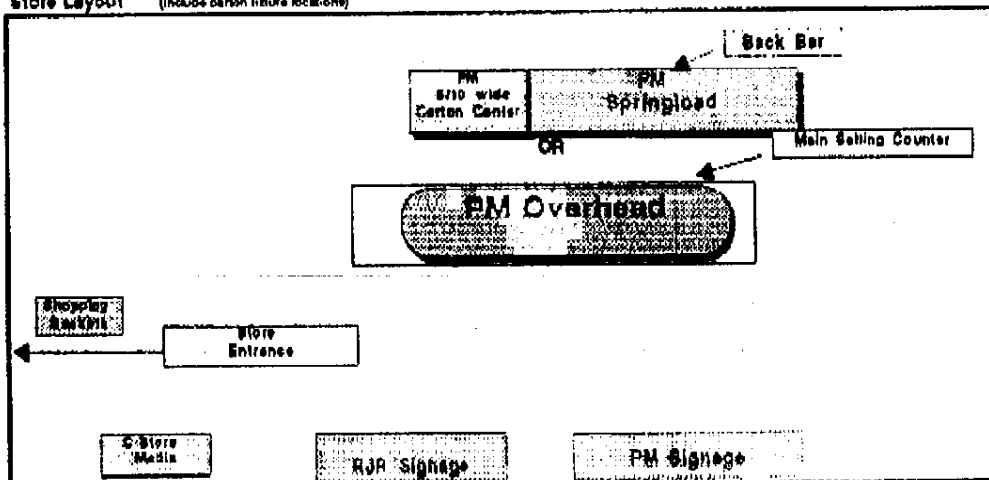
Authorized Chain Signature: _____

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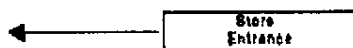
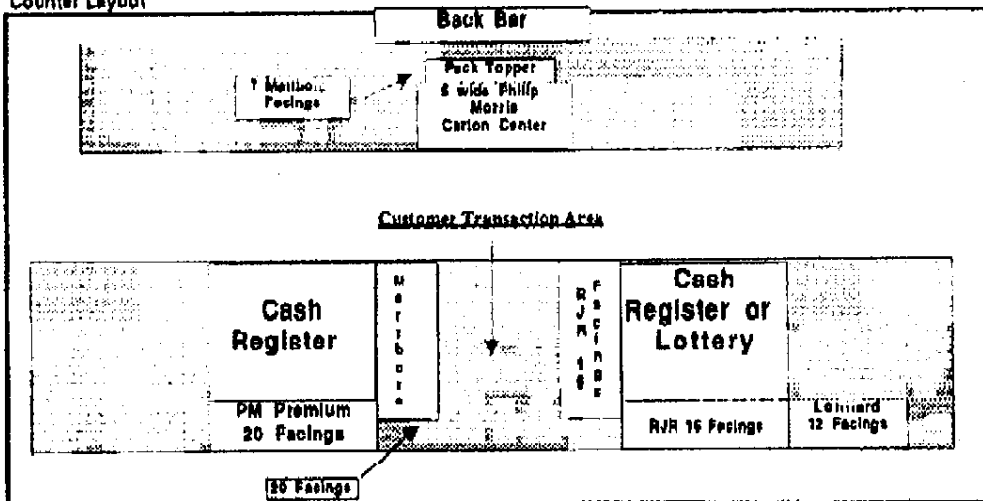
Dairy Mart Convenience Stores

Plan-O-Gram #1 - Double Register Stores or Single Register & Lottery 5 wide Carton Center

Store Layout (include carton fixture locations)



Counter Layout



Comments:

1. Philip Morris displays should wrap the register closest to the door.
2. Carton Fixture will feature Marlboro on top two shelves, then Alpha on top 40 packings
3. Carton Center Pack topper to be filled with Marlboro at all times
4. Interior Signage locations may vary due to existing placements

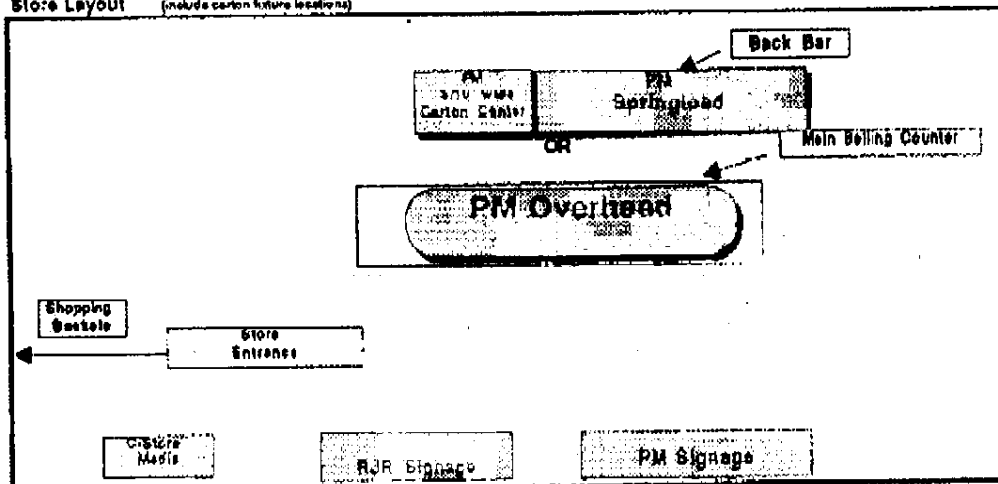
Please Note: NO DISCOUNT DISPLAYS are authorized. Discount Products will be merchandised in the Overhead
Pack Merchandiser or Springload Unit

Authorized Chain Signature: _____

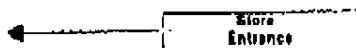
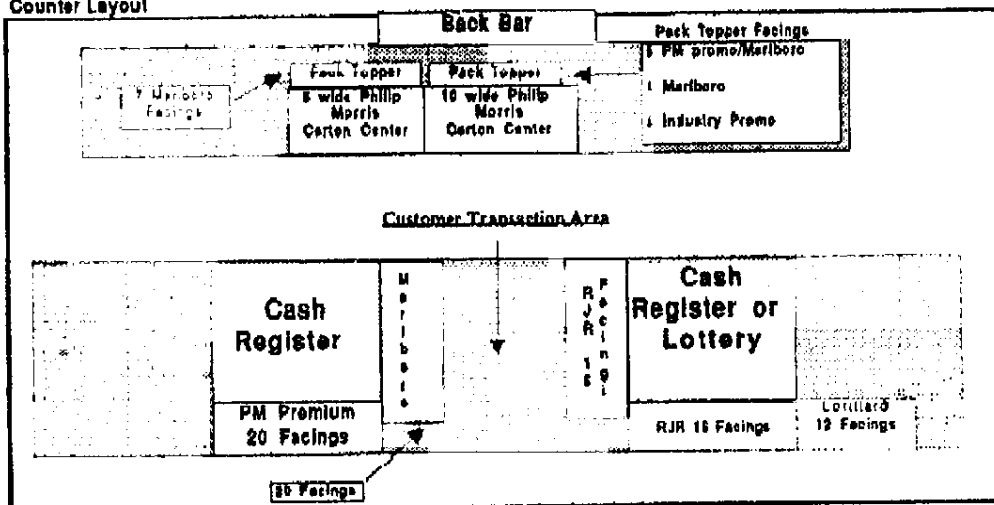
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Dairy Mart Convenience StoresPlan-O-Gram #1 - Double Register Stores
or Single Register & Lottery
5 & 10 wide Carton Centers

Store Layout (include carton fixture locations)



Counter Layout

Comments:

1. Philip Morris displays should wrap the register closest to the door.
2. Carton Fixture will feature Marlboro on top two shelves, then Alpha on top 40 packings
3. Interior Signage locations may vary due to existing placements

Please Note: NO DISCOUNT DISPLAYS are authorized - Discount Products will be merchandised in the Overhead
Pack Merchandiser or Springload Unit

Authorized Chain Signature: _____

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